

Journal Broadcast Group

OMAHA OPERATIONS

Steve Wexler
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Date: October 27, 2004

To: The Federal Communications Commission
Re: MB Docket No. 04-233

Thank you for the opportunity to submit information on the many hours of local programming that we provide to our communities in Nebraska and Iowa. Our local efforts across our Journal Broadcast Group stations in Omaha include the following significant local initiatives:

Local News

We provide regularly scheduled, locally-originated newscasts throughout the week, including local newscasts on our most popular stations during morning and afternoon “drive times”. Combined, our Omaha radio group offers nearly 500 hours of local news, including Omaha’s only Spanish language local radio newscast on KBBX-FM. These newscasts are written and delivered by five local broadcasters, each an employee of Journal Broadcast Group (not part of any syndicated or regional service).

Local Public Affairs

“Community Connection”, a Spanish-language program devoted to in-depth discussion of local issues, airs every Saturday morning and repeats every Wednesday evening on KBBX-FM. Additionally, each of our stations selects a specific local issue each quarter and devotes air time, usually in the form of public service announcements, that run five times per day. Guests from local government and local community agencies are also frequent guests on KOMJ-AM, KEZO-FM and KSRZ-FM.

Local Programming Policies

Our group values the close relationship we have with many local community leaders, including the Salvation Army and in the Hispanic community. We conduct quarterly staff meetings to identify issues of local concern. Our programming is developed and produced locally, based on local market factors. At our stations, we rely on the talent of local broadcasters on each of our stations and have personnel on hand 24 hours a day to provide consistent local coverage of weather or breaking news.



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Community Response Programming

We have devoted countless hours to address community needs, including discussion of domestic abuse and the work of the local 'Lydia House' for abused women, as well as close alliances with the Salvation Army and the Literacy Center. Here is just a partial list of local concerns who have benefited from PSA or other free airtime: Big Brothers/Big Sisters; Boys and Girls Town; The American Red Cross; Douglas County Health Department; Nebraska Humane Society; Nebraska State Patrol; Nebraska Organ & Tissue Donor Coalition.

Political Programming

We have hosted live local debates on current Nebraska ballot measures, including a recent two-hour discussion on several gambling initiatives on KEZO-FM. Both candidates for Congress, (Rep. Lee Terry and his opponent, Nancy Thompson) have also appeared on KEZO-FM, as have local candidates for Douglas County Register of Deeds, Rick Galusha and Diane Battiato. Additionally, each of our Journal Broadcast Group stations has produced local vignettes that help inform voters on candidates and local ballot measures. These vignettes were researched, written and produced locally by our news director, Bill Jensen.

Emergency Programming

All of our stations break in to regular programming for weather alerts, particularly during tornado season. We also participate in the statewide "Amber Alert Program" as well as Nebraska's EAS program. We also provide school closing information for over 125 school districts in Iowa and Nebraska.

Journal Broadcast Group's commitment to our local community isn't based solely on our broadcast license requirement; it's part of our mission as broadcasters who are devoted to serving our local market with information, entertainment and community service...as well as with marketing services aimed at helping local businesses prosper.

Thank you for your consideration.

Sincerely,

Steve Wexler
Senior Vice President / General Manager

